

of the operation, without the impediment of an ether anaesthetic and its long and obnoxious effects. The Aga Gasaccumulator Company in Sweden manufactures the "Narcyl." The product is to be sold all over the world.

FINLAND AS A LUMBER MANUFACTURING COMPETITOR

FINLAND, the most heavily forested of all European countries, is at present gaining considerable attention among American lumber manufacturers due to the information given out from Finland that the Finns have organized their country's lumber trade for the purpose of marketing their lumber products in the United States. At the head of the new national organization they have placed Mr. John Saari, who for years was engaged in lumber exporting business in Portland, Oregon. Mr. Saari knows the American lumber business thoroughly and this fact gave the American National Lumber Manufacturers Association, one of the groups in this country most concerned, something to think about when they received the news from Finnish sawmill-owners that they had put Saari in charge of their new coöperative foreign trade enterprise.

The information is said to have given the American lumber trades a jolt, in view of the fact that in the past American lumber exports have gone to nearly all continents in the world.

One of the reasons why the Finnish producers are able to plan marketing their lumber products, even in the United States, is said to be the very complete utilization which the Finns can make of their timber, and the willingness of their own consumers to use short lengths and bits of wood. American experts have already indicated that they realize that this national custom in Finland will result in the complete utilization of every tree cut and lower the operating charges against the finished product to an extent which may enable the Finns to compete in the United States against American home produced lumber.

Perhaps the Finnish trade competition in this respect may teach us a valuable lesson and force us to apply it, now that our American forests have been in one of few states left with a substantial forest area is the only state left with a substantial forest area and a heavy timber growth.

LONG-WINDED SERMONS

New York World

AMERICAN sermons are too long, complains a West Indian radio addict. Isn't he right? Listening to a sermon, one often wonders why the preacher did not cut it in half and greatly improve it. A sermon, if there is any life in it, is largely an appeal to the emotions, and Poe was probably right when he said that sustained appeal to the emotions is impossible. There is a limit to our capacity to feel. However willing the spirit, the flesh is weak; exhaustion overtakes it whether or no.

The most eloquent sermon ever preached contains less than 2,500 words and can be read aloud in 15 minutes. It was preached by a carpenter, from a mountain, and seems an excellent model. Indeed, it gives a hint on this very subject:

"But when ye pray, use not vain repetitions, as the

heathen do; for they think they shall be heard for their much speaking."

Possibly our preachers have fallen into the same error as the heathen. If they would save their breath, more people might go to church.

CUSTOMERS AS CAPITAL

CUSTOMERS may rightly be regarded as capital, we read in Forbes. Employers should realize that each customer lost is equivalent to the burning of a handful of a concern's money. And Herbert N. Casson is quoted as saying to merchants:

A customer buys \$25 worth of goods from you every year. Your net profit on his \$25 is about \$2.50. This is the interest, at 5 per cent, on \$50. So this customer is as good as \$50 of capital to you. A customer who spends \$250 a year is equal to \$500 capital. This being a fact, and not a theory, you should treat your customers as capital. When you think of Mrs. John Smith, you should think of her as \$500 of capital. If you had only 1,000 Mrs. John Smiths, you would have \$500,000 of capital, paying 5 per cent. Customers are not mere buyers. They are not outside people who come in to buy things. They are more important than the goods. They are more important than the system and routine of the shop. They are the very life of the business.

In proverbial English style we might say "quite so, old chap" in reply to Bernard Shaw when he tells us that the religious law suit which some misguided people staged down in old Tennessee, is an indication that we are not civilized. The appellation would have a margin at that, if all of America could be measured by the state of Tennessee, which it is needless to say is not the case. The joke of it is that most of our present foolish religious controversies are rooted in similar controversies in Great Britain, from where we have obtained our various color schemes denoting the religious antagonism of warring factions contending for political preferment on the strength of their would-be religious proclivities. May we ask Shaw what he thinks of Great Britain's civilization, in view of the recent religious riot in Glasgow, Scotland, as a result of which more than a hundred people were reported as having been sent to the hospitals for medical and surgical attention?

A recent news item has it that Rhode Island has ruled that automobilists on main roads in that state must speed up to thirty-five miles an hour. Its a good ruling where there are only trained drivers at the wheel, but the limited area of Rhode Island will make it rather difficult for the motorists of that state to keep up that pace for any great length of time without "shooting" across the boundary line into another state where this ruling does not apply.

It doesn't matter much what other people think and say of you. If you are fighting a fight that is worth the while with clean weapons, you will win in the end though your host of would-be friends are trying to slow up your pace by raising the dust to keep you in obscurity.

NEW THINGS AND NEW IDEAS

Avery Gaul, the author, told a friend one day about a woman who lived on her street.

Whenever Avery Gaul visited this neighbor she was always shown a new chair, a new dress, a new carpet, or a new china set.

"The woman seemed to have a passion for gathering in new things, but she never picked up a new idea," said Avery Gaul.

The world is full of people who are continually putting new things on their backs and in their houses, and never putting anything new into their minds.

Probably nothing can be done about it, but any person with a properly cultivated mind will rather spend an hour in the company of some one who is intellectually alive than a week-end at a place where they have nothing to offer except "things."